

**WHAT IS CLAIMED IS:**

1. A goniochromatic/light reflecting cosmetic makeup composition,  
comprising (a) at least one goniochromatic coloring agent suited for creating a  
5 goniochromatic colored background and (b) an amount of light reflective particles  
suited for creating highlight points that are visible to the naked eye, formulated  
into (c) a topically applicable, physiologically acceptable medium therefor.
2. The cosmetic makeup composition as defined by Claim 1, having a mean  
10 gloss greater than or equal to 30.
3. The cosmetic makeup composition as defined by Claim 2, having a mean  
gloss greater than or equal to 50.
- 15 4. The cosmetic makeup composition as defined by Claim 3, having a gloss  
greater than or equal to 70.
5. The cosmetic makeup composition as defined by Claim 1, wherein said at  
least one goniochromatic coloring agent is such that a variation  $D_h$  of the hue  
20 angle thereof of at least  $30^\circ$  is observed on a layer of such cosmetic makeup  
composition, for an illumination at  $45^\circ$  and a variation of the angle of observation  
of between  $0^\circ$  and  $80^\circ$ .
6. The cosmetic makeup composition as defined by Claim 1, wherein said at  
25 least one goniochromatic coloring agent is such that a variation  $D_h$  of the hue  
angle thereof of at least  $60^\circ$  is observed on a layer of such cosmetic makeup  
composition for an illumination at  $45^\circ$  and a variation of the angle of observation  
of between  $0^\circ$  and  $80^\circ$ .

7. The cosmetic makeup composition as defined by Claim 1, wherein said reflective particles have a spectral reflectance in the visible spectrum of at least 70%.

5 8. The cosmetic makeup composition as defined by Claim 1, wherein said reflective particles are not more than 250  $\mu\text{m}$  in size.

9. The cosmetic makeup composition as defined by Claim 8, wherein said reflective particles are less than 150  $\mu\text{m}$  in size.

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10. The cosmetic makeup composition as defined by Claim 9, wherein said reflective particles are less than 100  $\mu\text{m}$  in size.

11. The cosmetic makeup composition as defined by Claim 1, wherein said  
15 reflective particles are at least 10  $\mu\text{m}$  in size.

12. The cosmetic makeup composition as defined by Claim 11, wherein said reflective particles range from 20  $\mu\text{m}$  to 50  $\mu\text{m}$  in size.

20 13. The cosmetic makeup composition as defined by Claim 1, wherein said reflective particles are present in the composition in an amount ranging from 0.1% to 20%, relative to the total weight of the composition.

25 14. The cosmetic makeup composition as defined by Claim 13, wherein said reflective particles are present in the composition in an amount ranging from 1% to 15%, relative to the total weight of the composition.

15. The cosmetic makeup composition as defined by Claim 14, wherein said reflective particles are present in the composition in an amount ranging from 1 % to 10 %, relative to the total weight of the composition.
- 5 16. The cosmetic makeup composition as defined by Claim 1, wherein said reflective particles are in the form of platelets or spheres.
17. The cosmetic makeup composition as defined by Claim 1, wherein said reflective particles comprise particles of a natural or synthetic substrate at least partially coated with a layer of at least one metal.
- 10 18. The cosmetic makeup composition as defined by Claim 17, said at least one metal comprising Ag, Au, Cu, Al, Zn, Ni, Mo or Cr, or mixture or alloy thereof.
- 15 19. The cosmetic makeup composition as defined by Claim 18, said at least one metal comprising Ag or alloy thereof.
- 20 20. The cosmetic makeup composition as defined by Claim 17, said natural or synthetic substrate being selected from the group consisting of substrates made from one or more materials, organic substrates, mineral substrates, glasses, ceramics, metal oxides, aluminas, silicas, silicates, aluminosilicates, borosilicates, synthetic mica and mixtures thereof.
- 25 21. The cosmetic makeup composition as defined by Claim 1, said reflective particles at least partly comprising particles of a synthetic substrate at least partially coated with at least one layer of at least one metallic compound.

22. The cosmetic makeup composition as defined by Claim 21, comprising a synthetic substrate related from the group consisting of substrates made from one or more materials, organic substrates, mineral substrates, glasses, ceramics, metal oxides, aluminas, silicas, silicates, aluminosilicates, borosilicates, synthetic mica  
5 and mixtures thereof.

23. The cosmetic makeup composition as defined by Claim 21, said metallic compound being selected from the group consisting of titanium oxides, iron oxides, tin oxides, barium sulfate,  $\text{MgF}_2$ ,  $\text{CeF}_3$ ,  $\text{ZnS}$ ,  $\text{ZnSe}$ ,  $\text{SiO}_2$ ,  $\text{Al}_2\text{O}_3$ ,  $\text{MgO}$ ,  
10  $\text{Y}_2\text{O}_3$ ,  $\text{SeO}_3$ ,  $\text{SiO}$ ,  $\text{HfO}_2$ ,  $\text{ZrO}_2$ ,  $\text{CeO}_2$ ,  $\text{Nb}_2\text{O}_5$ ,  $\text{Ta}_2\text{O}_5$  and  $\text{MoS}_2$ , and mixtures thereof.

24. The cosmetic makeup composition as defined by Claim 23, said metallic compound being selected from the group consisting of a titanium oxide, an iron  
15 oxide or a tin oxide, or a mixture thereof.

25. The cosmetic makeup composition as defined by Claim 24, said metallic compound being  $\text{TiO}_2$ .

20 26. The cosmetic makeup composition as defined by Claim 1, said reflective particles at least partly comprised of particles formed from a stack of at least two layers having different refractive indices.

25 27. The cosmetic makeup composition as defined by Claim 26, said reflective particles at least partly comprised of particles formed from a stack of at least two layers of polymers.

28. The cosmetic makeup composition as defined by Claim 1, said reflective particles at least partly comprised of particles of at least one metal oxide.

29. The cosmetic makeup composition as defined by Claim 28, said at least one metal oxide being iron oxide or titanium oxide.

30. The cosmetic makeup composition as defined by Claim 1, said at least one  
5 goniochromatic coloring agent comprising a liquid-crystal coloring agent or a multilayer interference structure.

31. The cosmetic makeup composition as defined by Claim 1, said at least one  
10 goniochromatic coloring agent comprising a multilayer interference structure selected from the group of structures consisting of Al/SiO<sub>2</sub>/Al/SiO<sub>2</sub>/Al;  
Cr/MgF<sub>2</sub>/Al/MgF<sub>2</sub>/Cr; MoS<sub>2</sub>/SiO<sub>2</sub>/Al/SiO<sub>2</sub>/MoS<sub>2</sub>; Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Al/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>;  
Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>; MoS<sub>2</sub>/SiO<sub>2</sub>/mica-oxide/SiO<sub>2</sub>/MoS<sub>2</sub>;  
Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/mica-oxide/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>; TiO<sub>2</sub>/SiO<sub>2</sub>/TiO<sub>2</sub>; TiO<sub>2</sub>/Al<sub>2</sub>O<sub>3</sub>/TiO<sub>2</sub>;  
SnO/TiO<sub>2</sub>/SiO<sub>2</sub>/TiO<sub>2</sub>/SnO; Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>; and  
15 SnO/mica/TiO<sub>2</sub>/SiO<sub>2</sub>/TiO<sub>2</sub>/mica/SnO.

32. The cosmetic makeup composition as defined by Claim 31, said at least one goniochromatic coloring agent comprising a multilayer interference structure selected from the group of structures consisting of MoS<sub>2</sub>/SiO<sub>2</sub>/Al/SiO<sub>2</sub>/MoS<sub>2</sub>;  
20 Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Al/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>; Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub>;  
SnO/TiO<sub>2</sub>/SiO<sub>2</sub>/TiO<sub>2</sub>/SnO; Fe<sub>2</sub>O<sub>3</sub>/SiO<sub>2</sub>/Fe<sub>2</sub>O<sub>3</sub> and  
SnO/mica/TiO<sub>2</sub>/SiO<sub>2</sub>/TiO<sub>2</sub>/mica/SnO.

33. The cosmetic makeup composition as defined by Claim 1, said at least one  
25 goniochromatic coloring agent being present in an amount ranging from 0.1 % to 20 % relative to the total weight of the composition.

34. The cosmetic makeup composition as defined by Claim 33, said at least one goniochromatic coloring agent being present in an amount ranging from 2% to 15% relative to the total weight of the composition.
- 5 35. The cosmetic makeup composition as defined by Claim 34, said at least one goniochromatic coloring agent having present in an amount ranging from 2% to 10% relative to the total weight of the composition.
- 10 36. The cosmetic makeup composition as defined by Claim 1, comprising a gloss base having a mean gloss of greater than 20.
37. The cosmetic makeup composition as defined by Claim 36, comprising a gloss base having a mean gloss of greater than 50.
- 15 38. The cosmetic makeup composition as defined by Claim 37, comprising a gloss base having a mean gloss of greater than 70.
39. The cosmetic makeup composition as defined by Claim 1, comprising an oily phase having a refractive index of between 1.47 and 1.51.
- 20 40. The cosmetic makeup composition as defined by Claim 1, further comprising at least one non-goniochromatic coloring agent.
- 25 41. The cosmetic makeup composition as defined by Claim 40, said at least one non-goniochromatic coloring agent being selected from the group consisting of dyes, monochromatic pigments and nacres.
42. The cosmetic makeup composition as defined by Claim 1, comprising goniochromatic fibers.

43. The cosmetic makeup composition as defined by Claim 1, formulated in anhydrous form, in the form of an oily or aqueous solution, an oily or aqueous gel, an oil-in-water or water-in-oil emulsion, a multiple emulsion, a dispersion of oil in water by means of vesicles located at the oil/water interface.

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44. A liquid gloss comprising the cosmetic makeup composition as defined by Claim 1.

10 45. A lip makeup comprising the cosmetic makeup composition as defined by Claim 1.

46. A nail varnish comprising the cosmetic makeup composition as defined by Claim 1.

15 47. A foundation comprising the cosmetic makeup composition as defined by Claim 1.

48. A mascara comprising the cosmetic makeup composition as defined by Claim 1.

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49. A regime or regimen for cosmetically making up a support, comprising topically applying thereon (a) at least one goniochromatic coloring agent suited for creating a goniochromatic colored background and (b) an amount of light reflective particles suited for creating highlight points that are visible to the naked  
25 eye, formulated into (c) a topically applicable, physiologically acceptable medium therefor.

50. A regime or regimen for cosmetically making up a support, comprising topically applying thereon the cosmetic makeup composition as defined by

Claim 1.

51. The regime or regimen as defined by Claim 49, said support comprising the skin, lips, hair, or integuments.

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52. The regime or regimen as defined by Claim 49, further comprising topically applying thereon an overcoat of a transparent gloss composition.

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53. Skin, lips, hair or integuments having a goniochromatic/light reflecting cosmetic makeup composition topically applied thereon, said cosmetic makeup composition comprising (a) at least one goniochromatic coloring agent suited for creating a goniochromatic colored background and (b) an amount of light reflective particles suited for creating highlight points that are visible to the naked eye, formulated into (c) a topically applicable, physiologically acceptable medium therefor.

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54. The skin, lips, hair or integuments as defined by Claim 53, having an overcoat of a transparent gloss composition applied onto said goniochromatic/light reflecting cosmetic makeup composition.

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55. A kit for making up the skin, lips, hair or integuments, comprising at least two discrete compartments, one of which confining at least one goniochromatic coloring agent suited for creating a goniochromatic colored background thereon, and another confining an amount of light reflecting particles suited for creating highlight points thereon that are visible to the naked eye.

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